



**Jesus** focused  
youth ministry  
ONLINE

**A GLOBALLY-CONNECTED  
DISCIPLE-MAKING  
EXPERIENCE  
FOR YOUNG LEADERS**

ReachOut  
YOUTH SOLUTIONS



## **A BRIEF SUMMARY: REACH OUT'S JESUS-FOCUSED YOUTH MINISTRY ONLINE PROJECT**

The Jesus-Focused Youth Ministry Online project engages Reach Out in the most exponentially impactful endeavor in our history. This project will determine the scope of Reach Out's future impact!

**BACKGROUND** – When completed, this project will fulfill the second objective of Reach Out's ten-year Vision Acceleration Plan (see Appendix). We finished Phase 1 when Randy Riggins became our International President. With his support raised, now he fully engages in leadership. Before Randy arrived, we had begun executing Phase 2 of our Vision Acceleration Plan—Jesus-Focused Youth Ministry Online.

**WHY THIS PROJECT?** – We firmly believe that God desires every one of the 2.3 billion young people in our world who do not know Jesus—to know Him, to follow Him passionately, and then to make disciples who make more disciples. In the United States, 1 youth leader serves every 600 teens—97% of youth ministry leaders worldwide. Yet in the rest of the world only 1 youth leader serves every 120,000 teens. Reach Out envisions reaching and discipling as many of these global teens as possible. This is why for 40+ years, and now in 30 countries globally, we have and continue to ... *equip and multiply leaders who influence the younger generation to follow Jesus!*

**WHAT IS THIS PROJECT?** – Jesus-Focused Youth Ministry Online offers an all-access internet digital engagement strategy that creates environments for both leaders and students to receive training in six essentials characteristics of Jesus' life and ministry from experienced leaders. Participants will engage with the videos, study individually, interact in groups by sharing insights, experiences, and personal plans of action, while having accountability and access to qualified indigenous coaches.

**WHAT WILL THIS PROJECT DO?** – Over the next ten years, through the Jesus-Focused Youth Ministry Online Project, we envision a multiplied extension of our capacity and influence resulting in...

**30 new countries served**  
**100,000 new leaders equipped**  
**2,000,000 teens reached and disciplined.**

**HOW CAN THIS PROJECT BECOME A REALITY?** – Currently our sustainable digital engagement strategy is moving forward with highly qualified teams/companies carrying out our well-developed plans. This includes 1) videotaping our training in four languages—English, Spanish, Russian and an African language, 2) creating a highly relational digital platform, 3) making the training accessible globally, and 4) maintaining the training system.

**HOW CAN YOU PLAY AN IMPORTANT ROLE?** – Of the \$1 million needed, we have raised \$222,000, leaving \$778,000 still to acquire. Will you go with us as we take our next big steps to advance God's Kingdom with the younger generation around the world? We invite you to prayerfully consider a significant investment in Reach Out Youth Solutions.

[Ministry and financial documents are included in this presentation.]

Jesus is Lord,

Handwritten signatures of Barry St. Clair and Randy Riggins in blue ink. Barry's signature is on the left, and Randy's is on the right, separated by a vertical line.  
Barry St. Clair | Randy Riggins

*One generation will rave about  
your works to another;  
And tell of your mighty acts.  
Psalm 145:4*



# ReachOut™

YOUTH SOLUTIONS

Reach Out Youth Solutions has followed God's "generation to generation" ministry plan for over forty years. Of the 2.3 billion young people in the world, we know that Jesus desires to reach and disciple each one. We believe that Reach Out plays a unique role in God's plan to achieve this goal, and that the Jesus-Focused Youth Ministry Online Project will become a useful instrument in His hand.



PRESS THE PLAY BUTTON FOR A 3.5 MINUTE VIDEO OVERVIEW

## PROJECT SUMMARY

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**B**ecause our world is rapidly moving away from traditional learning styles, Reach Out will create a digital engagement strategy that will equip today's youth leaders to reach and disciple the next generation by providing an all-access Jesus-Focused Youth Ministry Online internet solution. This will create environments for both leaders and students to receive video training in six essential characteristics of Jesus' life and ministry from experienced leaders. Participants will study individually, interact in groups by sharing insights, experiences, and personal plans of action, while having accountability and access to qualified indigenous coaches. The result in ten years will include...

**30 new countries served**

**100,000 new leaders equipped**

**2,000,000 teens reached and disciplined**



## A WORLDWIDE NEED

**S**tatistics about the younger generation appear staggering! 2.3 billion non-Christian youth (ages 10- 29) live on this planet. 89% of those young people live in developing nations. Approximately 1.4 billion live in Asia, 500 million in Africa/Middle East, 300 million in the Americas, and 100 million in Europe. Among all churches in the USA, 1 youth leader serves every 600 teens—97% of youth ministry leaders worldwide. Yet in the rest of the world only 1 youth leader serves every 120,000 teens. Reach Out envisions reaching and discipling as many of these global teens as possible.

Meeting these needs will greatly reduce the number of onsite trainers/mentors required. And it will overcome geographical, time, and money limitations. Due to third world country internet expansion, this online training platform will transform what is now a limited-access opportunity into an all-access opportunity.





## EXPONENTIAL FUTURE MINISTRY IMPACT

In 2016 Reach Out created our **Vision Acceleration Plan\* (VAP)**, envisioning its completion in ten years to include...

**30 new countries served**  
**100,000 new leaders equipped**  
**2,000,000 teens reached and discipled**

We have intensely pursued this plan and we have made significant progress—as explained in this VAP Report. Randy Riggins, our future leader, is in place. Together, Barry St. Clair and Randy have set our sights on the major component of the VAP—Jesus-Focused Youth Ministry Online (JFYM Online).\*

We see this online project as the most significant human component in Reach Out’s future ministry impact. The success of this project will exponentially expand the number of leaders we can train. As a result, we can more effectively impact how many teenagers those youth leaders can reach and disciple globally.

Through the years Reach Out has operated by conventional, person-to-person methods of communicating our training and distributing our resources. Without losing our highly relational approach of equipping leaders, going forward we will create a digital engagement strategy that will accelerate us toward our goals. This will create exponentially greater exposure to and influence on our target audiences—pastors, youth leaders, parents and students.

\* See Appendix

## MULTI-FACETED STRATEGY

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Reach Out's robust strategic plan brings together these vital elements into a strategic whole.

**OVERALL MINISTRY STRATEGY.** Reach Out's overall strategy follows our mission: *to equip and multiply leaders globally who influence the younger generation to follow Jesus.* Our Jesus-Focused Youth Ministry (JFYM) strategy reflects Jesus' own ministry as the model, causing leaders around the world to describe it as "simple, practical, usable, and doable." The JFYM training strategy guides youth leaders to envision, implement and multiply their own unique Plan of Action based on:

Go deeper with Christ

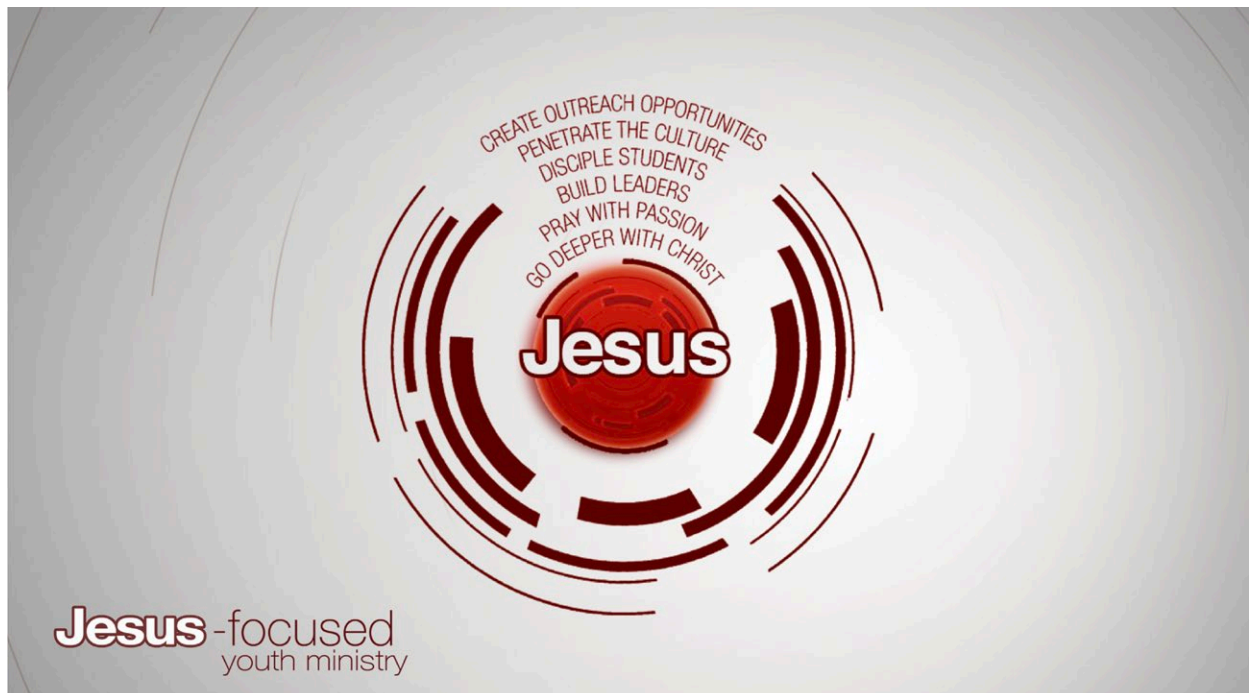
Pray with passion

Build leaders

Disciple students

Penetrate the culture

Create outreach opportunities



To equip younger generation leaders, Reach Out follows a three-stage process globally:

1. **INTRODUCE.** In the Jesus-Focused Youth Ministry training Eagle Leaders\* guide youth leaders through the Jesus-Focused Youth Ministry strategy.
2. **IMPLEMENT.** The newly equipped youth leaders apply Jesus-Focused Youth Ministry in their churches. An Eagle Leader mentors/coaches youth leaders through the process.
3. **MULTIPLY.** A leader who implements Jesus-Focused Youth Ministry, and whose local ministry multiplies, can become certified as an Eagle Leader.

*\* Eagle Leaders implement Jesus-Focused Youth Ministry, and then mentor/coach others to do the same. Through this process Jesus-Focused Youth Ministry multiplies.*

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**T**he JFYM Online training will follow this same strategy, and yet offer it creatively through the internet. Using the JFYM Online training will enhance and deepen both new and existing relationships. Through it, each leader will have multiple options for working through JFYM—by themselves, with their own adult leaders and students, and/or in training and mentoring/coaching relationships with leaders in other churches and/or countries. As a result, through the online training we will more effectively and efficiently equip and multiply more churches, parents, leaders and students.



**STRATEGIC PARTNERS.** This project is far beyond Reach Out’s internal capacity, yet in unusual ways the Lord has brought us into strategic partnerships with high capacity technology practitioners—LifeCairn and Novologic.

1. **LifeCairn**, led by Todd Slocum, has produced all previous Reach Out videos. Because of our long and positive working relationship, we know the high level of expertise and the quality that will result. For example: Refocus\*, Disciple-Making\*.
2. **Novologic**, led by Jeff Gray and Anthony Hughes, is one of the outstanding digital platform creators in America. They have produced digital platforms for Chick-fil-A, Delta Airlines, and other national brands. Novologic desires to use their business to advance God’s Kingdom. Since being introduced to and catching the vision for the JFYM Online project, they have guided and advised us. They have a strong commitment to partner with us in building this digital platform. Previously Novologic has built a digital platform for Christian Business Men’s Connection (CBMC)—a marketplace disciple-making ministry. The CBMC platform mirrors the interactive, disciple-making tools that Reach Out needs, and removes much of the trial and error for us. This JFYM Online – Novologic Power Point\* shows some of the dynamic disciple-making interactivity tools to which we will have access.

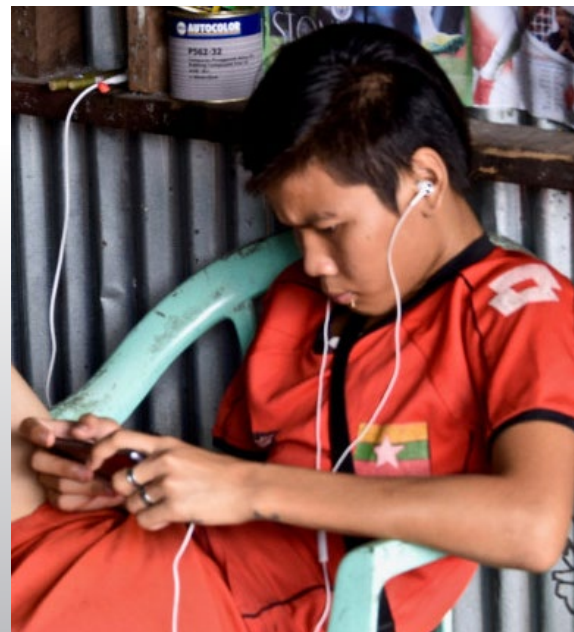
\* See Appendix



In addition to these partners, we will need a design and marketing team, which currently we do not have.

3. **UX UI Design Team.** This team is critical for designing the graphic presentation, referred to as UX/UI (UX—the user experience design, and UI—the user interface design). Both are critical to the project, as they will work together with distinct roles, effectively communicating our online training.

4. **Marketing Team.** This highly qualified team will communicate the value of the JFYM Online training experience, and they will create accessibility to the JFYM Online training in the 30 countries where we offer our JFYM training now, and in the 30 new countries targeted for Reach Out's ten-year expansion.



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**VIDEO STRATEGY.** Rather than an online lecture series, our creative approach to presenting videos will result in a dynamic and unique multi-cultural, interactive, relational, and mentoring experience that will both gain and sustain the interest of participants to complete the training.



- **Multi-cultural**—We will use a multi-cultural approach so that all who engage with the videos will sense that they play a part in something bigger, something global. At the beginning at least four languages/cultures will be represented—Spanish (Cuba), Russian (Russia), Swahili or another African language (Africa), English (USA), with potentially adding languages going forward. This approach will feature content and impact stories from various countries on life and ministry changes through the JFYM training.
- **Interactive**— Rather than simply recording seminar content, subtitling it and putting it online, we will offer a creative, organic and fluid feel to maximize the experience. All of these elements will be used in various orders that invite the participants to fully engage spiritually, emotionally, mentally, and relationally.
  - Watch and Listen
  - Read and Reflect
  - Interact and Discuss
  - Plan and Apply
- **Relational**—The participants will relate in one-on-one, small group and large group interactions with people of urban and rural environments from around the globe. The online platform will have the capacity for multi-level connectivity—mentors and mentees, small group leaders and their participants, adults with their discipleship groups—offering ongoing communication, questions and answers, assignments given and received, meetings scheduled, and more. Each one of these relational/ mentoring elements enhance the leadership building, disciple-making process.

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**DIGITAL ENGAGEMENT STRATEGY.** The digital engagement strategy adds enormously to the JFYM training because it moves mentoring and disciple-making beyond a once a week discipleship group meeting. This approach surpasses merely watching video content, and it reduces—but does not replace—the requirement of physical books and physical presence. We will achieve this level of interactive mentoring by offering content that can be seen by an individual, a group, and/or by a mentor and mentees. Mentors can engage in multiple relationships in real time. As a result, daily disciple-making with relational accountability can take place in ways previously impossible.



This digital platform consists of three key components:

- **CRM**—Customer Resources/Relationship Management—tracks the interactivity of large numbers of relationships, showing who is discipling whom, where individuals are with their assignments, and allowing the leader and participants to engage with each other about what God is teaching them.
- **CDM**—Content Distribution Manager—provides the infrastructure for effectively managing data.
- **SAAS**—Software As A Service—offers an IT support and maintenance system that makes available a software delivery and hosting model based on subscriptions.

Potentially, Novologic will manage all of these systems for Reach Out for a monthly fee, as they do for other businesses and ministries.

Once we complete the infrastructure, our Reach Out team will have the ability to quickly and cost-effectively insert or swap out impact stories, add or subtract content, and include another country as needed. This will keep the content current and fresh, which means that our online project will not become obsolete.

## TACTICAL PLANS FOR SUCCESS



Creating and maintaining this online project presents Reach Out with the opportunity to engage in the most exponentially impactful project in Reach Out's history!\* The Jesus-Focused Youth Ministry Online training will cost \$1 million or more which includes...

- **Videos.** Film in four countries and four languages. By mid-2019 we will have filmed USA/English, Cuba/Spanish, Russia/Russian, and Africa/language to be determined...with the ability to add additional countries/languages in the future—**\$200,000.**
- **Digital Engagement.** Create and oversee the digital engagement strategy. This includes building the digital platform and designing the graphic presentation, referred to as UX/UI. Both are critical to the project, as they will work together with distinct roles, effectively communicating our online training—**\$150,000.**
- **Marketing.** Provide accessibility to the JFYM Online training in 60 countries in ten years. We envision doing this by: (1) implementing a robust and multi-faceted social media campaign; (2) achieving maximum exposure by using SEO--Search Engine Optimization; and (3) collaborating with international strategic partners to offer them a younger generation component. The projected cost is approximately \$4,000 a month for five years, \$250,000 total to sustain marketing for at least five years—**\$250,000.**
- **Maintenance.** Sustain the ongoing monthly digital platform maintenance. Novologic projects we will need at least \$400,000 for six years of maintenance cost—**\$400,000.**

*\*An Advisory Team is in place to oversee each step of this project as we proceed.*

## PROJECTED OUTCOMES

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We project the following outcomes as we implement the JFYM Online project.

1. Collaborate with our project partners, country leaders and country teams to implement Jesus-Focused Youth Ministry Online.
2. Raise the \$1 million necessary to fulfill the project with a “pay as you go” approach through Reach Out’s Board and team.
3. Produce final video content of 30+ teaching content and impact stories, highlighting four cultures in four countries—Cuba, Russia, Africa, and USA.
4. Create Reach Out’s unique digital platform resulting in robust relational interactivity for a maximum disciple-making environment.
5. Provide maximum accessibility to the JFYM Online training in 60 countries over 10 years through implementing our marketing strategy.
6. Track and measure the levels of engagement of participants--subscribers to the training, mentoring relationships, discipleship groups, accountability interactions, and multiplication of leaders.
7. Continue to pursue Reach Out’s ten-year Vision Acceleration Plan goals enhanced by our digital engagement strategy of...

**30 new countries served**  
**100,000 new leaders equipped**  
**2,000,000 teens reached and discipled.**



## FINANCIAL NEED

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The Jesus-Focused Youth Ministry Online training will cost \$1 million.

Videos	\$ 200,000
Digital Platform	\$ 150,000
Marketing	\$ 250,000
Maintenance	\$ 400,000
<b>Total Funds Needed</b>	<b>\$ 1,000,000</b>
<b>Funds Given or Pledged</b>	<b>\$ 222,000</b>
<b>Funds Still Needed</b>	<b>\$ 778,000</b>

Through your investment in this project, Reach Out will exponentially multiply our influence to a much larger percentage of leaders and students worldwide. We believe these well-equipped leaders and students will produce fruit-bearing disciple-making movements in successive generations, and globally advance God's Kingdom.

## APPENDIX

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### VISION ACCELERATION PLAN

- THE PLAN
- PHASE 1 REPORT



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### SUPPORTING PRESENTATIONS

- REFOCUS VIDEO
- DISCIPLE MAKING VIDEO
- JFYM ONLINE – NOVOLOGIC POWER POINT



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### SUPPLEMENTAL DOCUMENTS

- MINISTRY OVERVIEW
- AT-A-GLANCE
- GLOBAL MAP



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### MINISTRY FINANCIAL INFORMATION

- For prior financial statements  
email us: [admin@reach-out.org](mailto:admin@reach-out.org)

*All of the above are available in the digital version by clicking on the desired title.*

*If reading the print version, you can view the videos and read the documents—email [admin@reach-out.org](mailto:admin@reach-out.org).*